

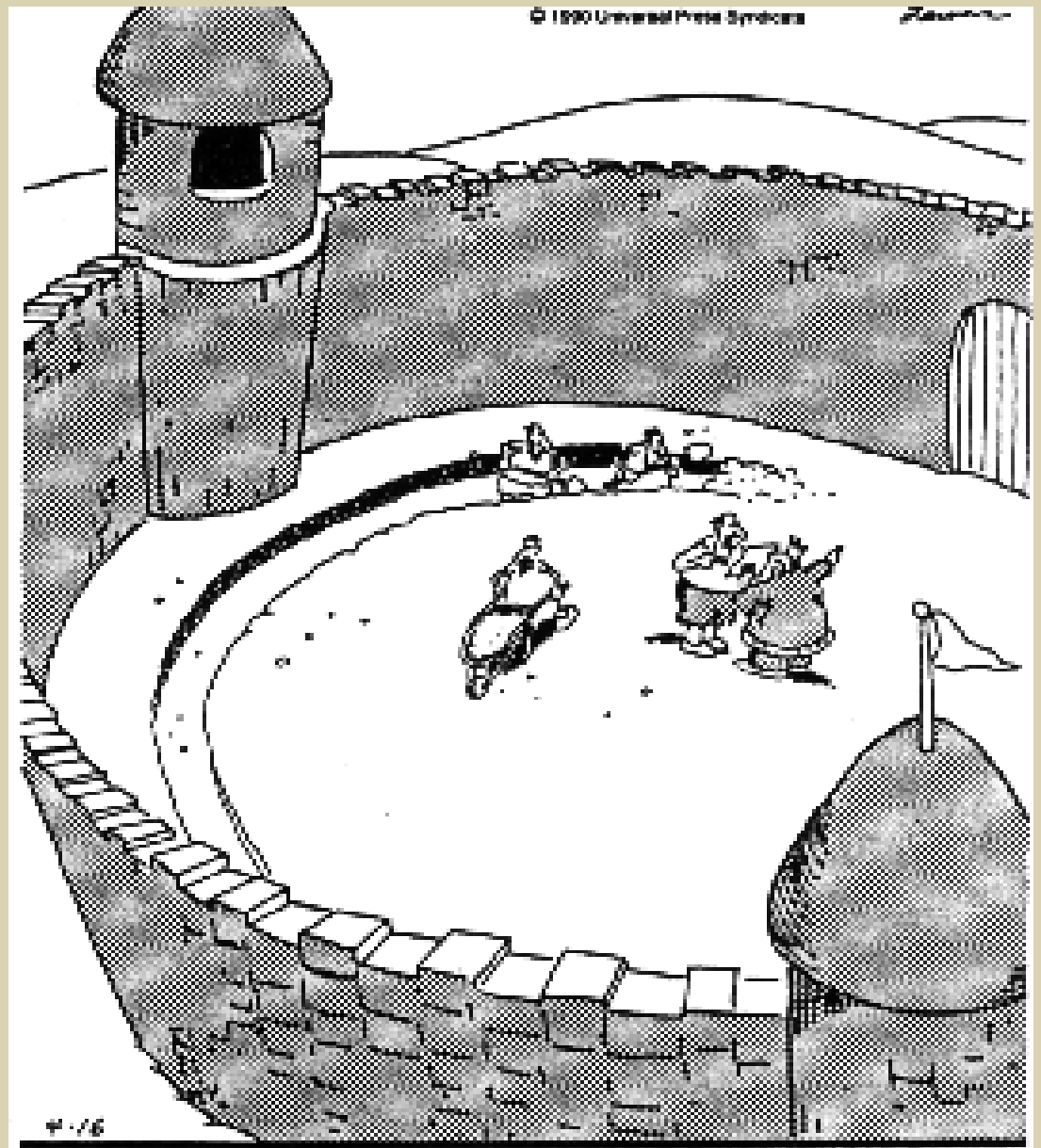
Building For The Future:

Developing A Strategic Plan for

A Partnership Between:



***The Plan
Is The Key*** ↗



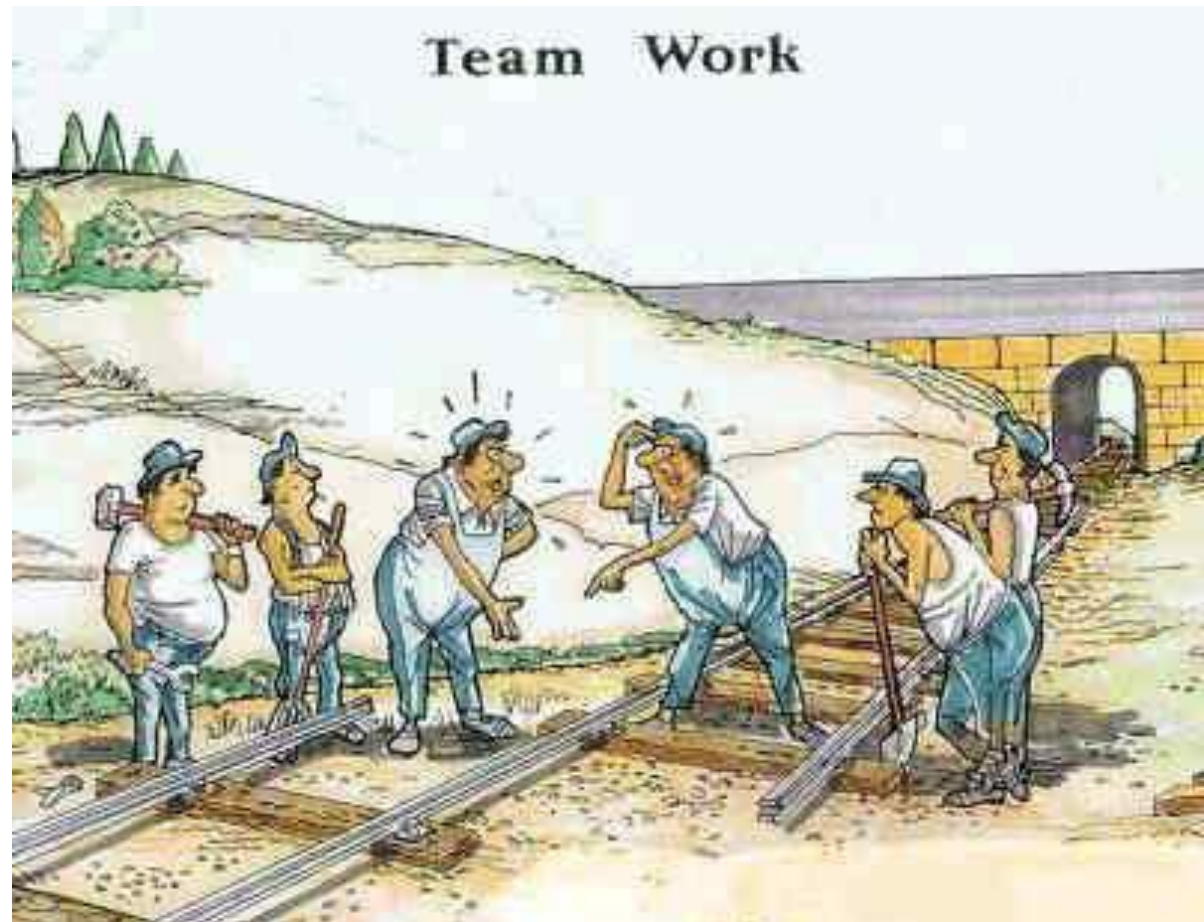
**Suddenly, a heated exchange took place
between the king and the moat contractor.**

Why should we plan?

- Provide information and insight to help the decision makers determine direction.
- Provide information and insight to help determine the most appropriate efforts and activities that will enable us to best obtain the ends we desire.
- Provide a framework for organizing, directing and controlling the efforts and activities we determine to undertake.

What We Will Accomplish With A Strategic Plan

- Build on our strengths
- Resolve our weaknesses
- Exploit our opportunities
- Avoid threats



Mission Statement

It is the mission of _____
to offer quality programs and courses to meet
the different community interests, student
abilities and personal.....

Typical School/College/Program Goals

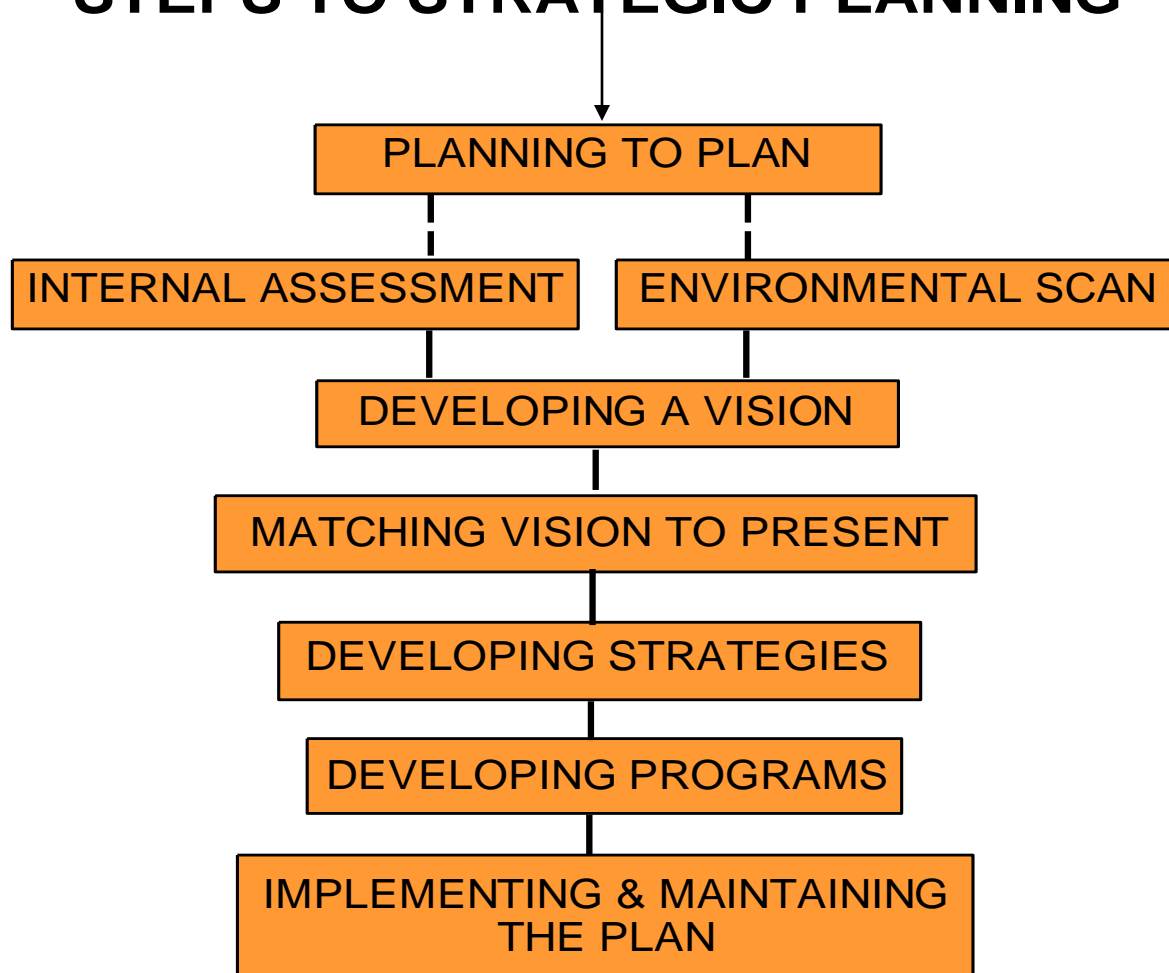
- Access and Equity
- Employment Preparation/Retraining and Placement
- Prepare Responsible Citizens
- Assist Students with Career Goals
- College/University Transfer
- Economic Development
- College/Community Partnerships
- Cultural and Cross-Cultural Development
- Quality Orientation and Trust
- Adult/Continuing Education

The key elements of a successful strategic plan are:

- Vision and values
- Mission statement
- Organization
- Goal setting
- Marketing
- Sales
- Operations
- Plant and Equipment
- Human resources/personnel
- Financing
- Forecasting

SYSTEMS MODEL FOR STRATEGIC PLANNING

STEPS TO STRATEGIC PLANNING

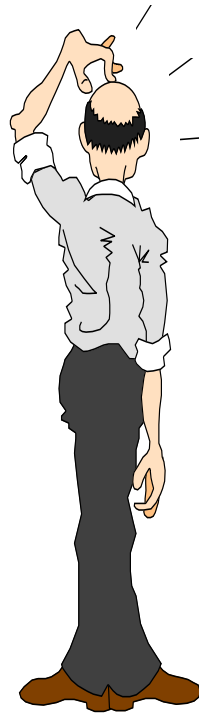


Planning to Plan

- Reactive - motivated by a crises
- Proactive - motivated by the desire to look into the future
- Combination

Three Big Strategic Planning Questions

- Where Are We Now?
- Where Do we Want to Go?
- How Will We Get There?



Our Mission Statement

- What does our organization do?
- Why do we exist?
- Who are our primary consumers and users?
- How do we serve these consumers and users?

Mission Statement of Partnership Between

_____, and

Mission Statement:

Where Do We Want To Be?



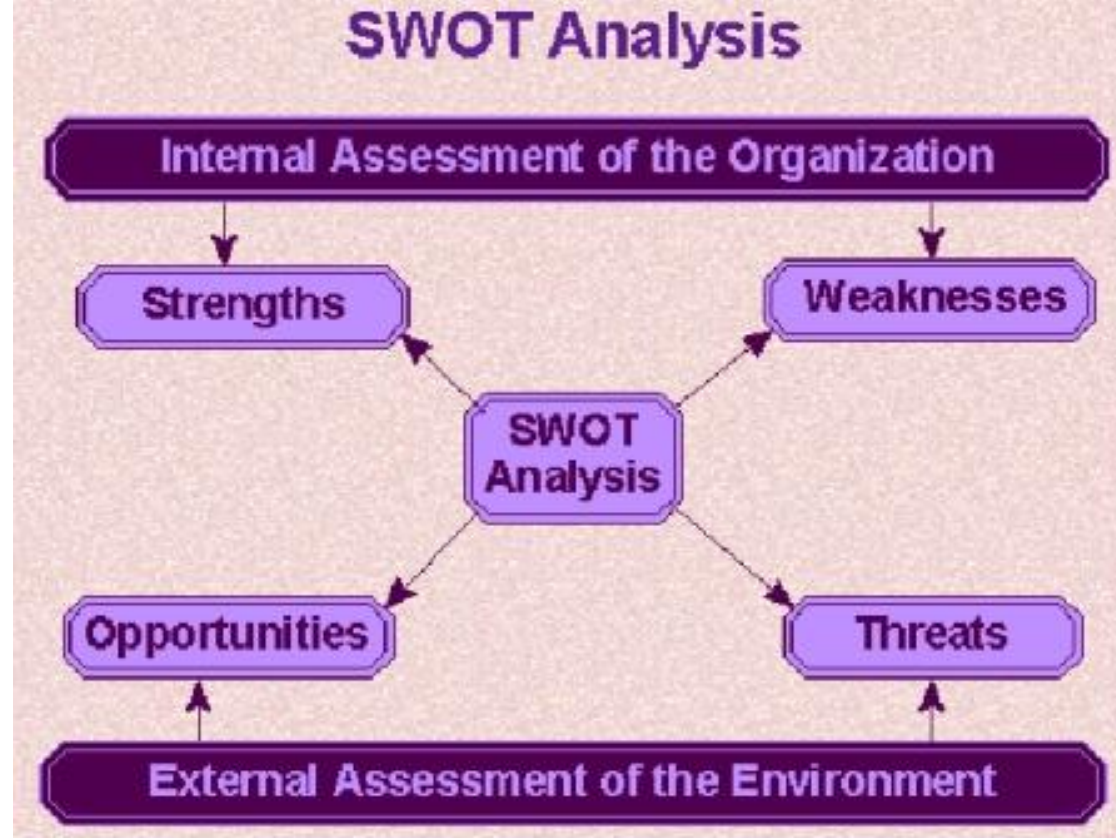
Vision Statement

- State the vision and long term direction.
- Work backward from the vision in order to plan how we can get there.
- Keep in mind:
 - The organization's partnership mission statement
 - The mission statement of the college
 - The goals of the college

The Vision Statement

The vision statement for our organization ...

SWOT



- **Strengths** and **Weaknesses** relate to our *internal environment* – management structure, expertise, resources, finances, marketing, faculty/staff, quality, and procedures.
- **Opportunities** and **Threats** relate to our *external environment* - forces related to evolving industry conditions, competitors, partnerships, growth patterns, government-related, and stakeholders.

Internal Assessment

- Focuses on three dimensions:
 - The organization's mission;
 - What we do to accomplish our mission;
 - What we use to finance our mission

Internal Assessment

The internal assessment reveals...

Environmental Scan

- How does the external environment affect the organization?
- How is the environment likely to change during the planning cycle?
 - Key questions to consider:
 - Who are our primary users and consumers (Stakeholders)?
 - What are the future prospects for increase in users and consumers?
 - What is the primary source of funds? Will/can it change?

Environmental Scan

The environmental scan reveals...

Matching The Vision To The Present

- Match the description of the organization derived in the Internal Assessment with that of the Future Vision.
- List all deficiencies so that strategies can be developed to cope with the deficiencies.

Describe The Present Situation

- Summary of the current situation
- Use brief bullets, discuss details verbally
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Matching The Vision To the Present Focuses Us On The Following Deficiencies:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Brainstorming!

- The sky's the limit
 - Think out of the box
 - Creative solutions for unique problems
-
- **Seemingly insurmountable problems can be solved with non-traditional solutions**

Developing a Strategy

Ideas for Today and Tomorrow

- Strategies are high-level approaches to resolving problems.
- Strategies address broad levels of considerations.
- Strategies must be:
 - Feasible,
 - Focused, and
 - Functional
- Strategies should be ranked in importance.
- Details necessary to carry out strategies will be handled by the next phase - Developing Programs.

Develop Strategies

- 1.
- 2.
- 3.
- 4.
- 5.

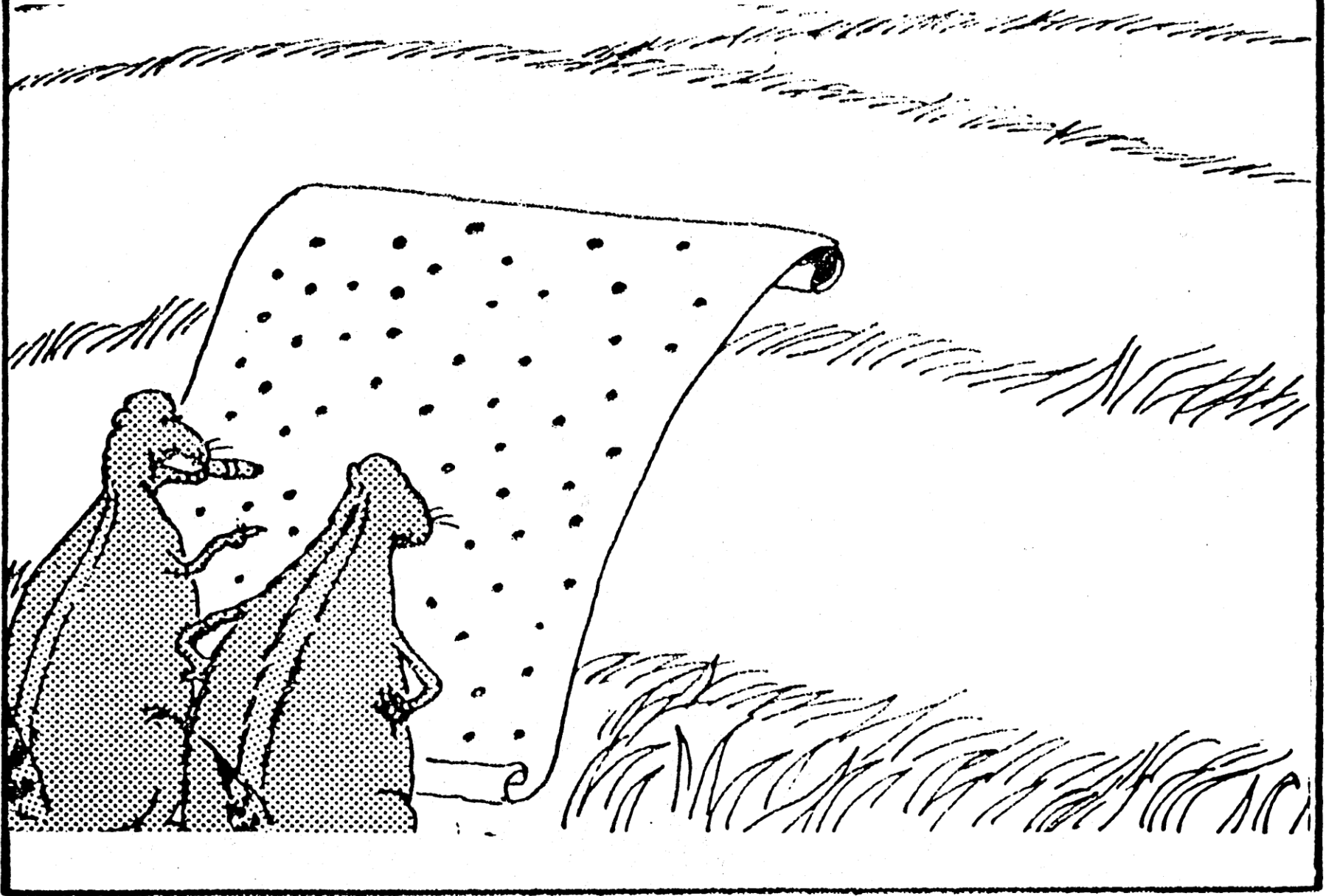
Develop and Implement Programs

- Programs are made up of details for the specific implementation of strategies.
- Strategies are broken down into specific tasks that can be assigned to subunits or individuals.
- A successful program contains four things:
 - Specific goals and objectives for the task;
 - Ongoing assessment to measure the progress and effectiveness of the program;
 - Assignment of the program to a specific person for accountability; and
 - A line-item budget to fund required resources.

Design Programs To Address Strategies

- 1.
- 2.
- 3.
- 4.

You Need A Plan To Get It Done Right!!



Prairie dog developers

LET'S GET STARTED!

We'll do some work now, then you'll want to set a date/time to get together to continue the work?

